Redd, et al.

Application No.: 10/627,393

IN THE CLAIMS

- 1. Canceled.
- 2. Canceled.

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- 3. (Amended) The printing system of claim 8, wherein the reorder information includes a universal resource locator for a website[1, wherein the customized message is received by the front-end computer sub-system from the user on a user interface over the Internet].
- 4. (Amended) The printing system of claim 8, wherein the reorder information includes a telephone number [1, wherein a plurality of images prints are printed by the printer and different user-generated and customized messages are printed on the back sides of the image prints].
- 5. (Amended) The printing system of claim 8, wherein the reorder information uniquely identifies the image print[], wherein the image print is a photographic print].
 - 6. (Amended) The printing system of claim 8, wherein the reorder information uniquely identifies the recipient[1, wherein the image print is a greeting card, a holiday card, a invitation card, a thank you card, a playing card, a postcard, or a calendar].
 - 7. (Amended) The printing system of claim <u>8</u>, wherein the reorder information uniquely identifies the image[1, further comprising a computer storage device that stores the image and the customized message in association with the image].

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8. (Amended) A method for producing image prints having customized message from a user to a recipient, comprising:

providing an image;

receiving a customized message in association with the image, wherein the message includes reorder information [is generated by the user for the recipient];

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FROM-SHUTTERFLY

printing the image on the front side of a paper substrate to produce an image print; printing the [user-generated and] customized message on the back side of the paper substrate; and

sending the image print having the customized message to the recipient.

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- (Original) The method of claim 8, wherein the customized message includes a remark 9. about the image from the user to the recipient.
- (Amended) The method of claim 9[8], wherein the customized message is received 10. from the user on a user interface over the Internet. 10
 - (Amended) The method of claim 8, further comprising 11. printing a plurality of images prints; and printing different [user-generated and] customized messages on the back sides of the image prints.
 - (Original) The method of claim 8, wherein the image print having the customized 12. message is a photographic print.
- (Original) The method of claim 8, wherein the image print having the customized 20 13. message is a greeting card, a holiday card, a invitation card, a thank you card, a playing card, a postcard, or a calendar.
 - (Original) The method of claim 8, wherein the recipient is the user. 14.